

## **Abstract**

- Title:** Marketing research of brand personality of Czech National Football Team
- Objectives:** The main aim of this thesis is to identify the brand personality of the Czech National Football Team on the basis of marketing research.
- Methods:** An electronic survey was used to gain the required data. A standardized method according to Geuens, Weijters and De Wulf (2009) and qualitative method of utilization of free associations were used for the measurement of brand personality. For the interpretation of gained data a statistical analysis was performed and for the organizing the free associations a visual wordcloud method was used.
- Results:** The results have showed that the brand personality of the Czech National Football Team is grasped by dimension of simplicity and can be considered as an ordinary brand. The most commonly created association is the name of the head coach Bílek.
- Keywords:** Sport brand, brand personality, marketing research, measurement of brand personality, brand value, image